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Approved for use through 11/30/2011. OMB 0651-0035

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I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☒ Practitioners associated with the Customer Number:

21186

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used).

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

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21186

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<input type="checkbox"/> Firm or Individual Name			
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Assignee Name and Address:

Personalized User Model  
350 5th Avenue  
Suite 2712  
New York, NY 10118  
United States of America

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

## SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date:	Jan. 26/09
Name	Ari Gal	Telephone:	N/A
Title			

Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

MODIFIED PTO/SB/96 (07-09)

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**STATEMENT UNDER 37 C.F.R. 3.73(b)**

Applicant/Patent Owner: Yochai Konig et al. Attorney Docket No. 3076.001US1  
 Application No./Patent No.: 09/597,975 Filed/Issue Date: June 20, 2000  
 Titled: **AUTOMATIC, PERSONALIZED ONLINE INFORMATION AND PRODUCT SERVICES**

Personalized User Model (PUM), a Corporation  
 (Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

States that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in  
 (The extent (by percentage) of its ownership interest is \_\_\_\_\_ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 010900, Frame 0147-0149, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: inventors Yochai Konig, Michael R. Berthold and Roy Twersky To: Utopy, Inc.  
 The document was recorded in the United States Patent and Trademark Office at Reel 010900, Frame 0147-0149, or for which a copy thereof is attached.
2. From: Utopy, Inc. To: Levino  
 The document was recorded in the United States Patent and Trademark Office at Reel 020381, Frame 0042-0046, or for which a copy thereof is attached.
3. From: Levino To: Personalized User Model (PUM)  
 The document was recorded in the United States Patent and Trademark Office at Reel 020387, Frame 0123-0126, or for which a copy thereof is attached.

- ☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.  
 [NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

James H. Salter  
 Signature

Jan. 29, 2010  
 Date

James H. Salter  
 Printed or Typed Name

USPTO Reg. No. 35,668  
 Title

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